

## PR Case Study

The Pallet Network (TPN) - [www.thepalletnetworkltd.co.uk](http://www.thepalletnetworkltd.co.uk)

TPN is a national provider of transport palletised freight. It has almost 100 UK members, each a regional haulage company. It operates in a highly competitive and saturated marketplace alongside eight other national networks.



### The Brief

Shortly after a TPN management buy-out in 2007 Louise Cole, partner consultant with Aloud Communications, was asked to develop a PR and internal communications strategy. This was intended to provide better communication between TPN's distribution Hub and members and to reinforce network policy. The Hub wished to extend the marketing awareness and sales efforts of its members and to raise the profile of the network, on a regional and national basis, as well as within the trade press.

## **The Campaign**

Louise and her team produced a quarterly newsletter as a sales tool for members; designed a new website with facilities for customers and media; and launched a regular e-newsletter to facilitate clear policy communication between the Hub and members. These initiatives have been extremely successful and we have seen improvement in members' sales efforts, Google rankings and TPN's PR profile.

In addition we have offered an advice, services and support facility for TPN members sometimes looking at PR for the first time.

## **Outcome**

Louise placed TPN in several editorial pieces, including platform and opinion pieces in prestigious trade magazines such as Commercial Motor and Motor Transport. Recently we have been approached, thanks to the new high profile of TPN, by a Channel Five programme wishing to profile a road transport haulier post-recession, and by the International Freight Yearbook, which normally features trade association spokespeople, for an expert opinion feature on the sector.